Case study

LTIMindtree's Digital Ecosystem Enabled an Audio Company to Deliver Enhanced Customer Experience & Expand Its Annual User Base by 50%

Client

The client is a European audio company specializing in designing and producing a wide range of high-fidelity audio products, catering to enterprise and gaming segments. The client, a pioneer in audio engineering, was looking for a market differentiator with a technical edge. They wanted to deliver a digital ecosystem so their enterprise users could manage their audio devices better.

⛰ Challenges

The rise of global businesses and remote workforces necessitated a comprehensive yet simple and secure device management tool that could enable enterprises to optimize businesses, enhance employee productivity, and create a smarter work environment. **The client's existing products—devices and software suites were built to provide a seamless user experience for individual users of the devices as well as enterprise administrators. However, the lack of a unified communication ecosystem was very evident. Thus, the client wanted to build a unified communication ecosystem for the entire enterprise world.**

The client reached out to LTIMindtree in 2015 to seek support to build a digital ecosystem of a headset management solution to empower its enterprise customers with superior administrative and usage experience. LTIMindtree was the primary digital partner to the client and was entrusted with modernizing the **client's legacy standalone PC suites to transform them into a distributed PC Suite that is more robust, scalable, and reliable.**

💡 LTIMindtree Solution

LTIMindtree leveraged its strong digital capabilities, efficient cloud solutions, and technical expertise to develop the suites built on both PC-based thick and thin client platforms, which connected the devices to application microservices hosted on Microsoft Azure Cloud Services. These solutions allowed individual users to update devices, personalize their audio experience, and provided easy control of devices. The administrators were empowered with the enterprise-level device management and secure communication infrastructure, helping boost productivity.

LTIMindtree's experience in delivering agile solutions gave birth to an efficient software development process for the client. **The new digital solution also enhanced customer experiences, offered a SaaS-based enterprise infrastructure, and reduced time-to-market for new audio devices.**

Solution highlights

Asset management

A single unified dashboard helped the client view and monitor all devices along with the status of the device–active or inactive. Using this console, the client could learn who was using which device and how it was used. The client could reallocate resources as and when required, which helped in optimum utilization of resources, saving time, improving efficiency, and boosting productivity.

Update management

Firmware updates do not have to interrupt work anymore. The update management system we implemented for the client is the most flexible and affordable way to access and take action on the latest firmware updates on all the devices and end-users. The client can update firmware across the IT landscape whenever convenient instead of a rigid timeline.

Configuration management

The configuration management solution we provided the client enables their IT team to control all the settings instead of letting them in the hands of the end-user. As this solution takes care of all the technical aspects, the end-users can now simply plug and play, enhancing the overall customer experience.

The suites created by LTIMindtree also support the seamless integration of the client headsets with leading unified communications platforms (MS Teams, Cisco Jabber, Zoom, etc.) in the world. The development of the suites in various platforms like MAC and thin clients enabled the customer to enter new market segments.

Benefits

The digital suites empowered the client to increase its market share and enabled them to enter new market segments by collaborating with unified communications management platforms. **The solution helped expand the client user base by approximately 25% per annum.**

The solutions offered enhanced the existing customer experience by providing better asset management and boosting productivity. Furthermore, it provided the **client with the ability to offer Software-as-a-Service, which integrates well into the enterprise IT infrastructure.**

This approach enabled the client to reduce its time-to-market in launching new audio devices, adopt Minimum Viable Product (MVP, and leverage the power of cloud technologies to enhance their existing solutions and deploy new features remotely—which is the need of the hour.

🤲 Key benefits of the solution

Simplicity

Manage, update, and configure your audio devices from a centralized location.

Easy mass deployment

Smooth rollout of new headsets and speakerphones across global locations.

Inventory management

In-depth information about the inventory (headsets and speakerphones) in both client-owned and non-client devices.

Timely reports

Access reports on all devices, including headsets and speakerphones, indicating the usage details. The client gained valuable and actionable insights about their unified communication landscape. This feature helped our client's customers (call center enterprises) to know the number of calls taken, duration, etc.

Settings monitoring and control

The client can stay compliant with the applicable compliance guidelines, regulatory laws, and company policies by controlling the settings. The client can choose to push specific configurations or disable them for selected or all devices based on the requirement.

Security

Communication made to the client's portal is encrypted and GDPR compliant. Therefore, security is not a concern anymore for the client.

Accessibility

Our solution allows the client's users to access the portal anytime, from anywhere, and from any device. It is built to support desktop, laptop, tablets, and mobile users.

Operating systems

The solution supports almost all mostly-used operating systems, including Windows, macOS, and VDI.

> **LTIMindtree's collaboration with the client earned immense trust, faith, and confidence from the leadership level. This is opening new avenues for LTIMindtree across Industry.**